

April 18, 2006 CPC



STAFF'S
REQUEST ANALYSIS
AND
RECOMMENDATION

06PS0323

Bon Secours Richmond
(St. Francis Medical Center Sign Package)

Matoaca Magisterial District
West line of Charter Colony Parkway

REQUEST: Planning Commission approval for an amendment to the Schematic approval for a sign package as required by conditions of zoning.

RECOMMENDATION

While staff does not support this request for an additional sign to what is allowed by Ordinance, the Planning Commission is allowed by zoning condition to consider whether the request meets the spirit and intent of the Zoning Ordinance. Should the Planning Commission grant the request, staff suggests that the following condition be included.

CONDITION:

The proposed freestanding sign shall substantially comply with the plans and elevations submitted with this request. The proposed flags shall comply with all Zoning Ordinance regulations.

GENERAL INFORMATION

Associated Public Hearing Cases:

79S142 – Midlothian Development Corporation
81S087 – Midlothian Development Corporation
84S020 – Midlothian Development Corporation
86S025 – Midlothian Enterprises, Inc. & Laveer Interests

88SN0059 – E. Bryson Powell & R. Lewis Briggs
04PS0382 – Bon Secours Richmond

Applicant:

Bon Secours Richmond

Location:

Located in the southwest quadrant of the intersection of Charter Colony Parkway and Center Pointe Parkway Extended. Tax IDs 726-694-0343, 8673, and 726-695-0706 (Sheet 9).

Existing Zoning and Land Use:

C-3 and R-7 with Conditional Use Planned Development; Hospital complex (under construction)

Adjacent Zoning and Land Use:

North – C-3 and R-7; Vacant
South – O-2; Vacant
East – O-2; Vacant
West – R-7; Vacant

Size:

45.14 acres

BACKGROUND

Zoning Case 86S025 was a request to amend conditions of a prior case, 79S142. The applicable portions of the textual statement and conditions of zoning are listed below:

Textual Statement, page 9:

“(5.)Signage. The applicants will submit to the Planning Commission for approval a proposed conceptual signage plan. That plan will propose a type and design of signage for each type of use. This plan will not be sign-specific but rather will contain conceptualized guidelines for an aesthetically pleasing and professionally planned signage master plan.”

Zoning Conditions:

8. Upon submission of a comprehensive sign package, the Planning Commission may modify the requirements of the Zoning Ordinance (i.e., may be either more or less restrictive) to the extent that the spirit and

intent of the Ordinance and concept of the development are met and that proliferation is not encouraged.

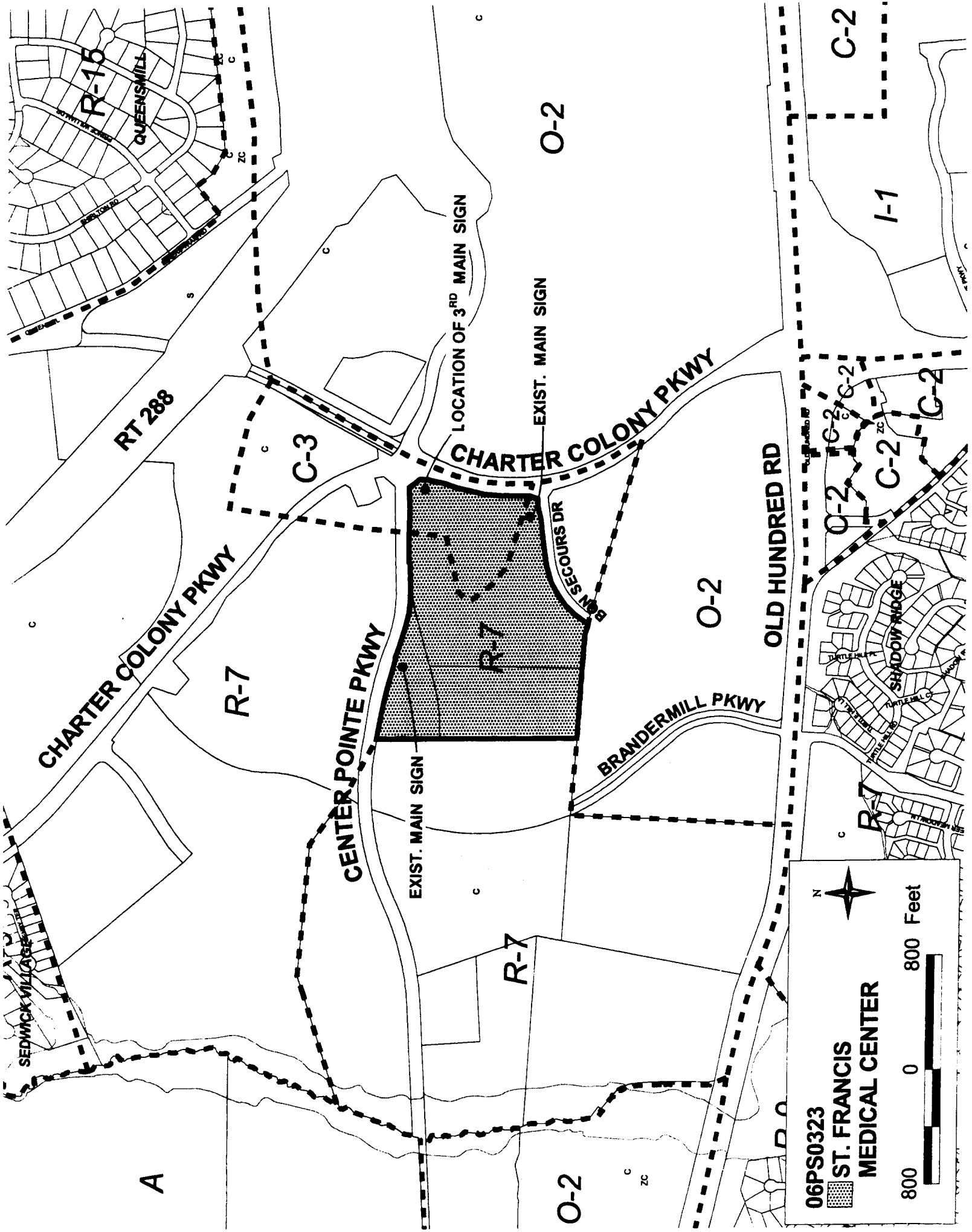
The applicant has proposed an additional freestanding sign for the hospital and medical office complex that uses consistent materials and designs. As permitted by the conditions of zoning, it is requested that the number and size of certain signs exceed Zoning Ordinance requirements.

The main identification signs for the project are 100 square feet in area and 15 feet in height, which are permitted by the Zoning Ordinance.

The proposed curved stone wall with dimensional letters mounted to the front side of the structure measures five (5) feet in height and sixty-seven (67) feet six (6) inches in width. The proposed sign area is approximately forty-five (45) square feet. In addition to the curved stone wall, three (3) flag poles are proposed at an overall height of thirty (30) feet six (6) inches. Noncommercial flags are not considered signage; however, any flag used for the purpose of advertising would be considered a commercial sign.

CONCLUSIONS

Due to the inconsistency with the Zoning Ordinance provision relative to the quantity of signs allowed, staff recommends denial of the proposed request.



06PS0323

 ST. FRANCIS
MEDICAL CENTER



Client: Bon Secours St. Francis
 Contact: Richard Banta
 Phone: 804-594-0896
 Location: Richmond, VA
 Sales Rep: CS
 Designer: RH
 Scale: 3/16"=1'
 Sign Details:
 Halo-It: Fabricated Channel Letters

This drawing is the property of Signs Unlimited, Inc. The purchaser agrees to hold and be responsible, in whole or in part, for the accuracy of the information provided. No other person or entity is authorized to use this drawing without the express permission of Signs Unlimited, Inc.

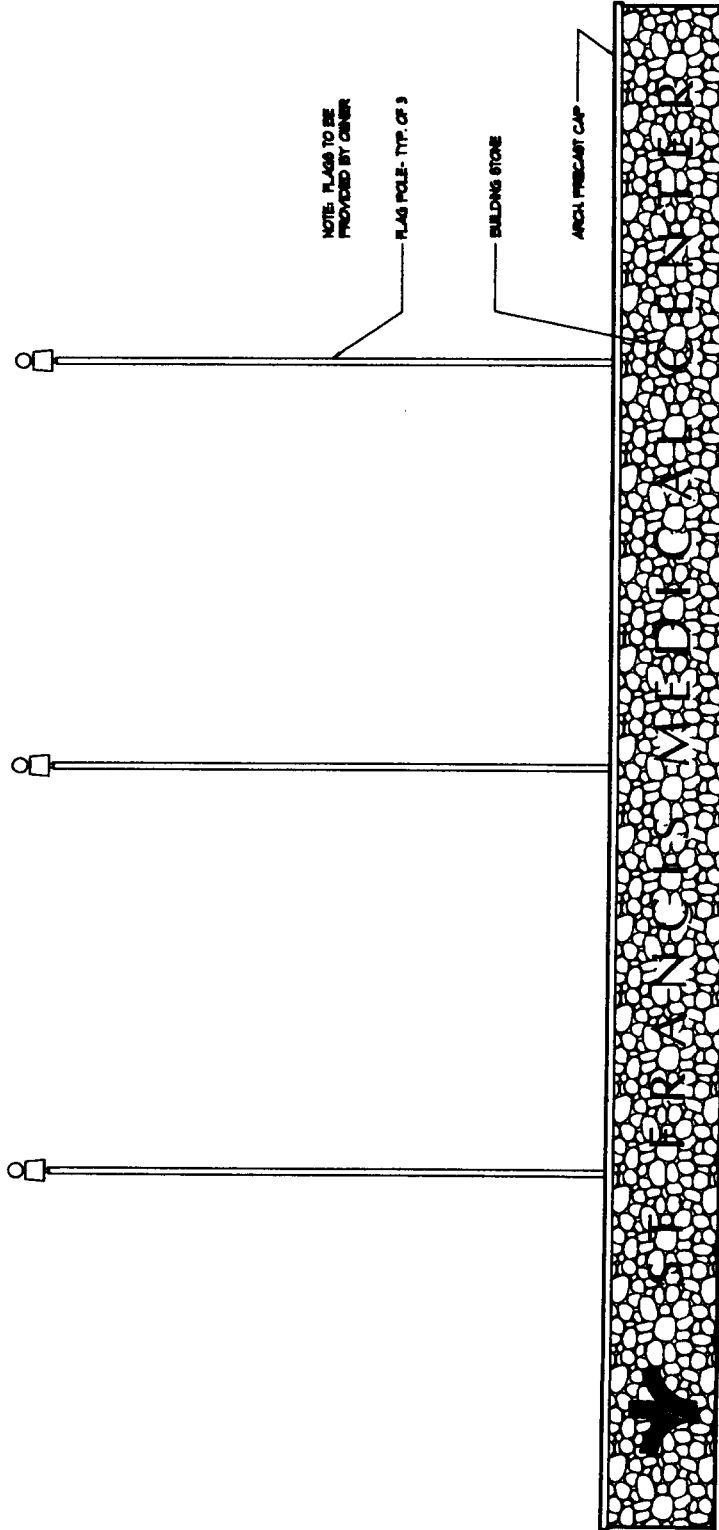


Design + Fabrication + Installation
 P.O. Box 353, 2007 Fox, Box 353, 2007

Page #: 1 of 2

Job #: 504260144

Rev. #: 0 Date: 2-7-06



ST. FRANCIS MEDICAL CENTER

- ☐ Approved as drawn
- ☐ Approved with noted changes
- ☐ Rejected-Revise and resubmit

Approved by: _____ Approval Date: _____

Client: Bon Secours St. Francis

Contact: Richard Banta

Phone: 804-594-0896

Location: Richmond, VA

Sales Rep:CS

Designer: RH

Scale: 1"=1'

Sign Details:

Halo-lit Fabricated Channel Letters

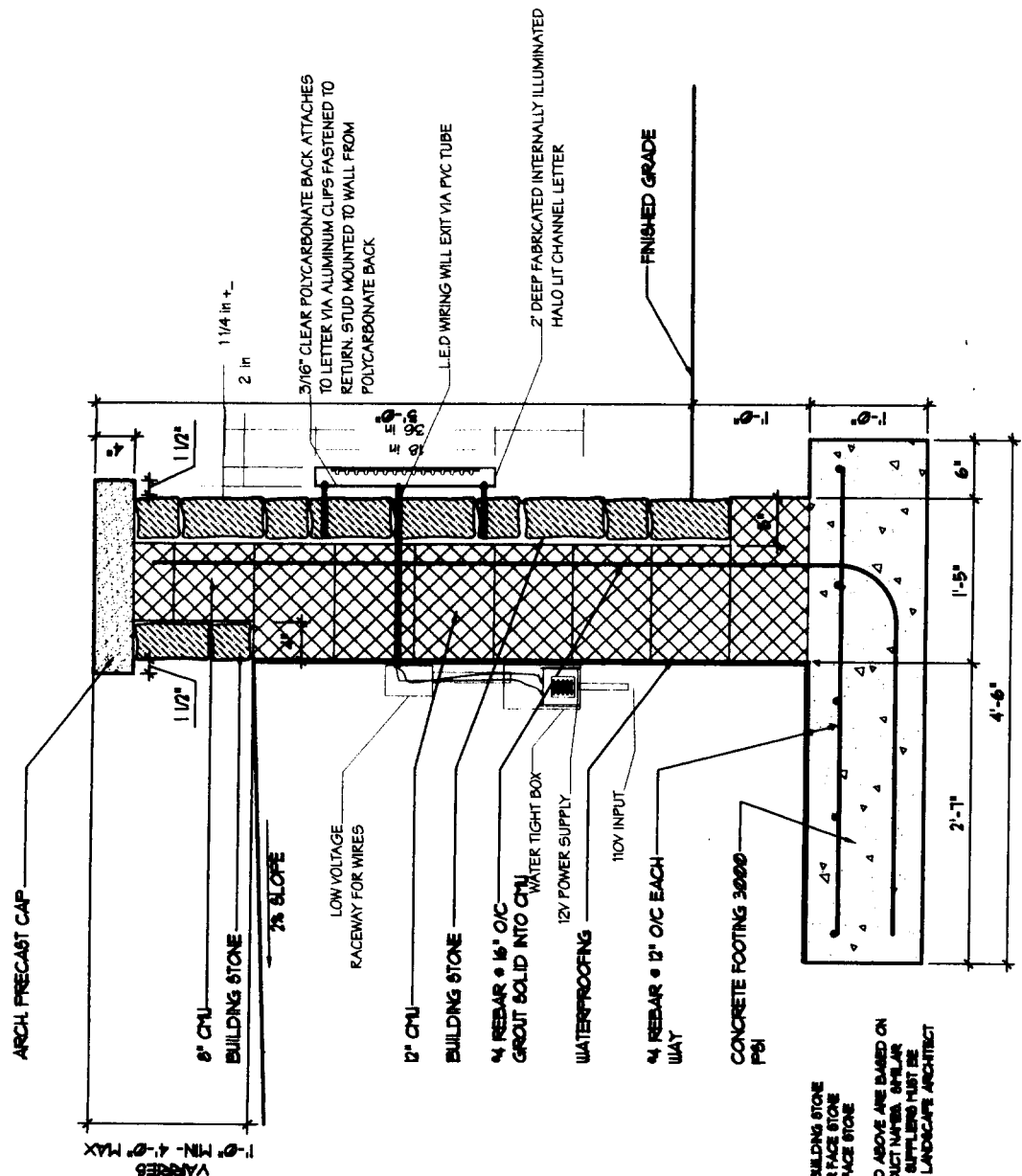
This drawing is the property of Magna International, Inc. The undersigned agrees it shall not be reproduced, copied, or disposed of directly or indirectly, nor used for any other purpose without express permission of Magna International, Inc.



SIGNS

Design • Fabrication • Installation
Ph. 804.353.0407 Fax. 804.358.8782

Page #: 2 of 2

Job #: BON260144Rev. #: 0 Date: 2-7-06

☐ Approved as drawn
☐ Approved with noted changes
☐ Rejected-Revise and resubmit

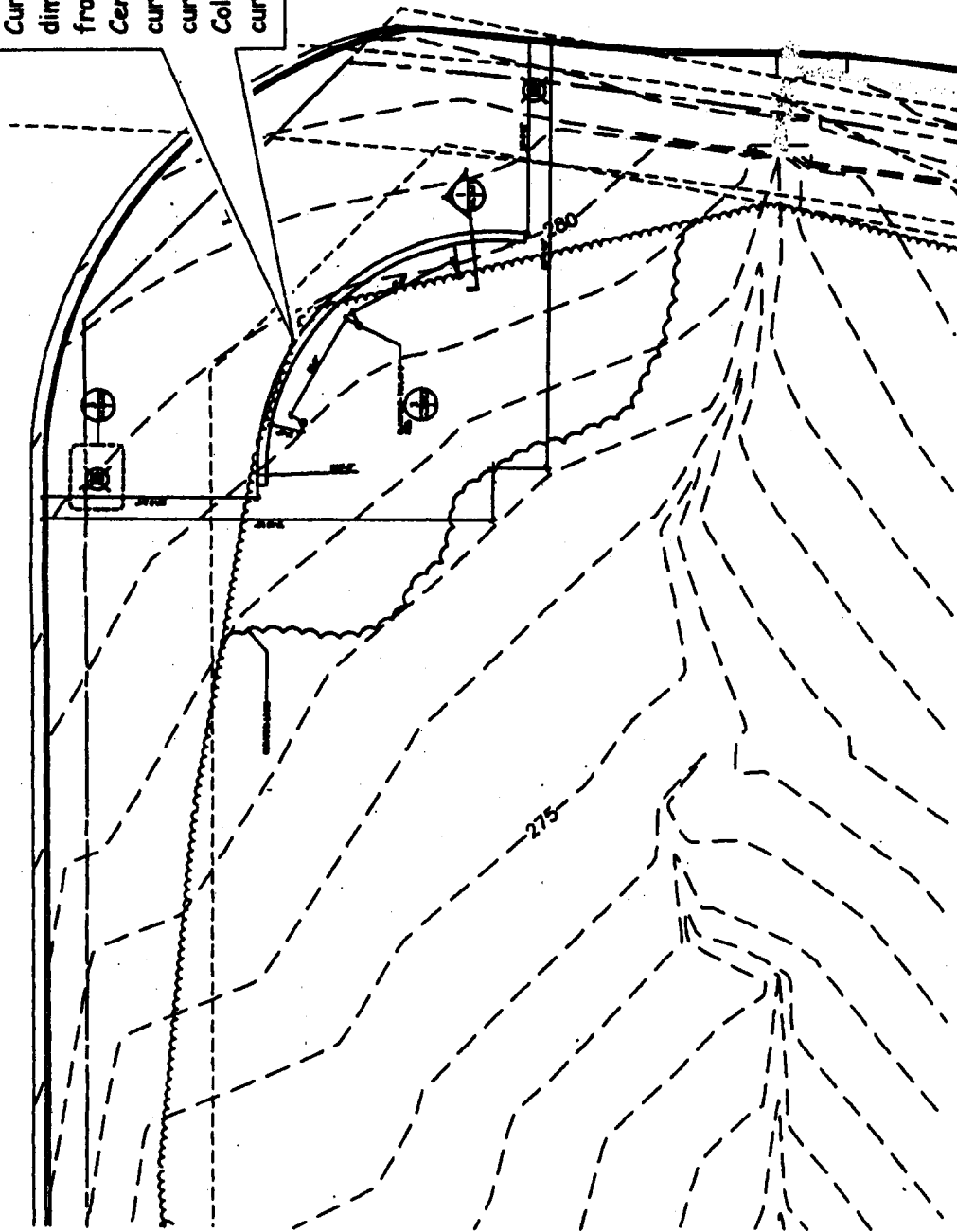
Approved by: _____

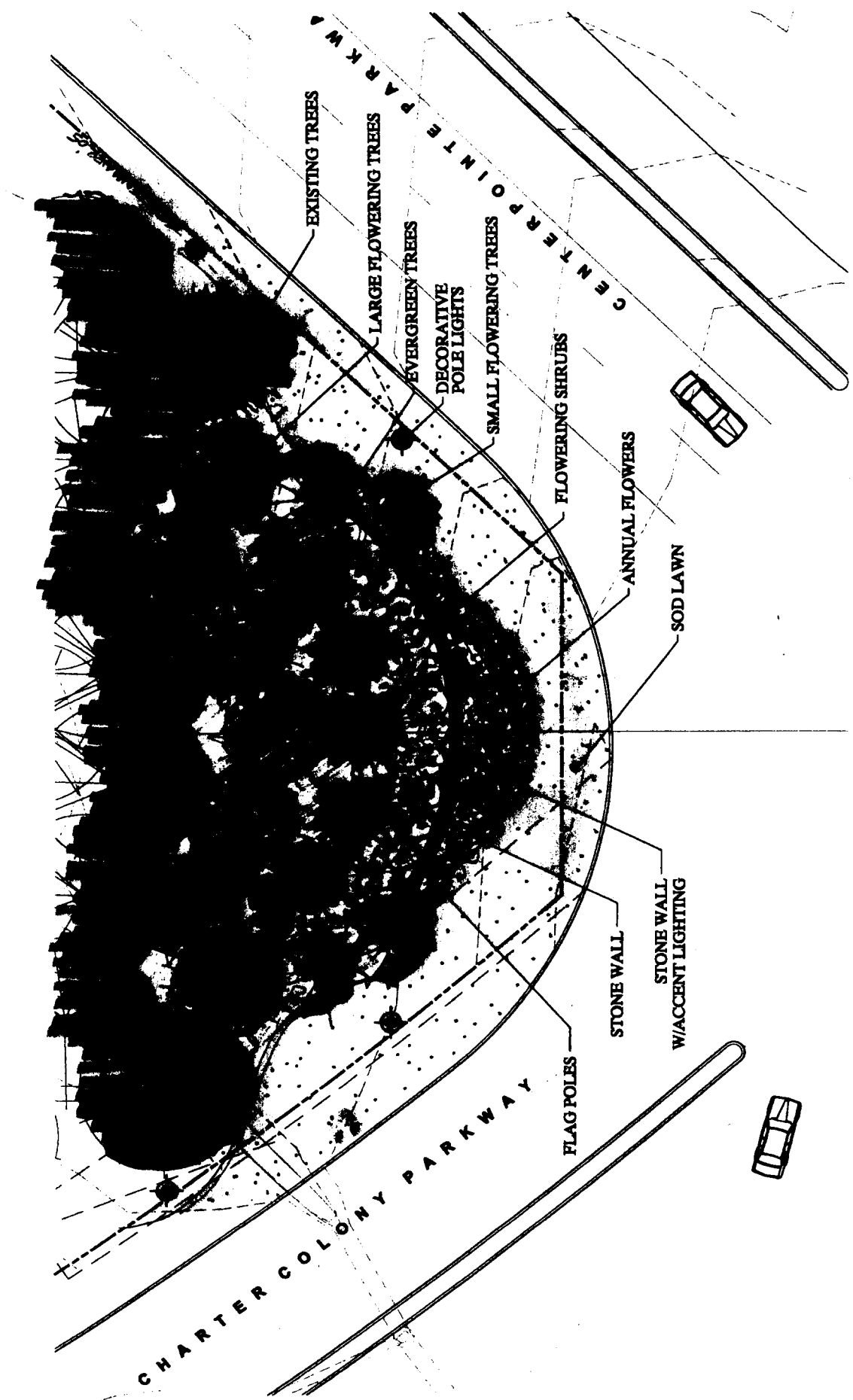
STONE MAX
95% SHANDONG BUILDING STONE
10% THICK WEATHER FACE STONE
5% THIN WEATHER FACE STONE
STONE TYPES LISTED ABOVE ARE BASED ON
SLICK STONE'S PRODUCT NAME. SIMILAR
STONES FROM OTHER SUPPLIERS MUST BE
APPROVED BY THE LANDSCAPE ARCHITECT

CENTERPOINTE PARKWAY

Curved stone wall with dimensional letters mounted to front side. Wall closest to Centerpoint Parkway is 34' from curb; middle of wall is 36' from curb; and wall closest to Charter Colony Parkway is 30' 11" from curb.

CHARTER COLONY PARKWAY





HIGGINS & GERSTENMAIER
CONCEPT 'A' 10.20.05

ST. FRANCIS MEDICAL CENTER